ADVERTISEMENT

to each other.

Hasn't someone spoken of them to you?

Back Lace - Front Lace \$3.50, \$5, \$7.50, \$10 and up to \$25

Every Corset Fitted

Redfern Corset Shop 510 Fifth Avenue

If you expect a good, mild smoke and don't get it it's because you forgot to ask for and insist

## JEAN VALJEAN CIGARS



Where Good Cigars Are Sold

## Vigilance Body Wins New Victory For Honest 'Ads'

Bidwell's Conviction Ends Extensive Fraud in Motor Accessories

ell, president of the International Auiated Advertising Clubs of the

Bidwell came to the end of his legal tee to support their charge that Bid-

mitted them to purchase Bidwell's wares it his advertised prices. Even after sembers thought they had resigned from the "league" Bidwell was said to take made attempts to collect dues in the ground that resignation was not lied by registered mail within sixty tays prior to the expiration of the term (membership.

Bay State Eventually

Bidwell pleaded guilty to the charges intered against him after one of the engest hearings on record in a mail thad case. Forty-six days were consumed in the trial. Representatives of the advertising body that exposed his methods declare that his conviction has seed one of the most gigantic advertising frauds ever investigated by the days.

Boston, March 28. Governor McCall was authorized by the Executive Council to-day to spend \$750,000 of the \$1,000,000 recently appropriated by the Legislature for defence purposes. The money will be used to equip all units of the Massachusetts National Guard at full war strength.

The Governor expressed the opinion that Congress eventually would reimburse the state for this expense.

Army and National Guard Get 150

Stations Open at Night

Women Active in Persuading Youths to Offer Their

Congestion resulting from the greatand National Guard gained another 150.

While women told of the navy's advantages and besought men all over New York City to enlist, owners of hotels and other buildings were offering recruiting rooms free of charge. Lieutenant Commander Grady, head of recruiting in the East, promptly accepted offers from the Hotel Ansonia and the American Seamen's Friends So.

The United Cigar Stores, through President Whelan, gave space in their windows on busy corners in every large city of the country to Commander Bennett, chief of navy publicity, for placards and photograpus of a seaman's life. Scores of expert advertising men have also offered their services free

in the work of obtaining recruits.

Miss Viola B. McGuckin, who opened a recruiting office at 220 Broadway, Brooklyn, yesterday, had thirty-eight applicants during the day and enlisted four.

ing the day, the police having received orders to keep them moving. Policemen kept their eyes on all recruiting stations and prevented civilians from starting arguments with the possible

Automobiles carrying big banners calling upon men to enlist passed through all parts of the city during the lay, and many women aided in passing circulars through the crowds that gathered about each car.

The Marine Corps enlisted nine men and sent twelve rookies to the recruit

cred about each car.

The Marine Corps enlisted nine men and sent twelve rookies to the recruit headquarters at Port Royal yesterday, establishing a record. The corps still needs 3,500 men to bring it up to full strength, but the physical requirements have not been lowered and still are the highest of any of the services.

Women will be enlisted in the Naval Reserve, it was announced last night, as nurses and clerks. Nurses will be paid \$50 a month in time of war and clerks \$33 a month.

The Naval Reserve, at 26 Cortlandt Street, enrolled twenty-eight men during the day, the best showing it has yet made. An appeal for recruits was sent out last night by Commander Patten, in charge of the station.

### \$10,000,000 Fund Indorsed by Wilson

Aid World Democracy

washing to operations were designedly diswashing to operations were designedly diswithout to the attention of the Postofing the raising of a \$10,000,000 fund
for the relief of Jewish war sufferers,
in which he said "The Russian revoluis the August. This order was later extion has opened the door of freedom to
an oppressed people," and urged that
the the publicity campaign.

This declaration was issued after
yesterday's conference:

"We are devoted to the principles
of peace, but only on condition that
peace can be maintained without the
an oppressed people," and urged that
the publicity campaign.

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yesterday's conference:

"We are devoted to the principles
of peace, but only on condition that
peace can be maintained without the
an oppressed people," and urged that

# To Spend \$750,000

Bay State Eventually

# The Arnheim Standard Is Absolutely Fixed

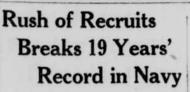
Advancing prices have not affected Arnheim quality. There has been no deviation from the Arnheim established

The Best That the Money Will Buy" Every yard of material that finds its way into an Arnheim suit is all wool. The same expert labor is employed. The same high grade linings and findings are used, and just so long as money and careful search can secure

such materials they will be found in Arnheim clothes. Suits and Overcoats to Measure Only \$22.50 to \$50



30 E-420 ST. BET. FIFTH & MADISON AVES P. S .- The time to exert the greatest effort is when the realt, because it is unusual, stands out as a big achievement Arnheim Axioms.



112 Men Accepted in City;

Services

est rush of recruits the navy has known in nineteen years yesterday brought forth an order from the Navy Department to keep the recruiting staons open day and night. One hundred and twelve men were accepted for the navy before 6 o'clock last night in the metropolitan district, and the army

ciety, at 507 West Street.

President Says Jewish Gifts

ines, under names of his stenographers and error of the solution has opened the door of freedom to according to Richard H. Lee, special course of fire and cording to Richard H. Lee, special course of fire and stenographers of the league at cut prices; as members of the league at cut prices at enormous profits in filling the little at enormous profits in filling the large at the manual fee from members, it is starged. This membership fee personance of this advertised prices. Even after whomen thought they had reagangle.

It is advertised prices. Even after whomen thought they had reagangle.

It is advertised prices. Even after whomen thought they had reagangle.

It is charged. This membership fee personable throught they had reagangle.

It is advertised prices. Even after whomen thought they had reagangle.

It is advertised prices. Even after whomen thought they had reagangle.

It is advertised prices. Even after whomen thought they had reagangle and urged that they had reagangle the door of freedom the sacrifice of national honor. We are in they be accorded the fifteen minutes, "New York would be bankrupt in fitteen minutes," he said.

The President's telegram, send there solutions of \$1,000,000 to the \$10,000,000 fund for the relief of the \$10,0

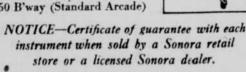
Expects U. S. to Reimburse

## WHEN you pick out your phonograph consider carefully its tone, its construction, and its workmanship. Sonora will especially appeal to you because of its remarkable tonal beauty (highest score for tone quality at Panama Pacific Exposition), because of its many improved and patented features of construction, and because of the skill, care and accuracy with which the individual parts are made and assembled. Hear the Sonora and you will be convinced that it is unequalled! Ten superb models: \$45, \$60, \$75, \$100, \$150, \$175 \$190, \$225, \$350, \$1,000.

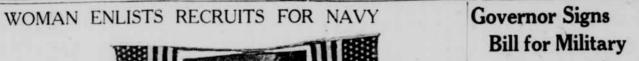


George E. Brightson, President.

Fifth Avenue at 53d Street 279-281 B'way at Reade St. 50 B'way (Standard Arcade)



THE HIGHEST CLASS TALKING MACHINE IN THE WORLD





At the right is Miss Viola B. McGuckin, who has an authorized recruiting office at 220 Broadway, Brooklyn. Yesterday she obtained applications from thirty-eight would-be seamen, four of whom were enlisted

## Untermyer Heads Board to Recruit **Jewish Regiments**

Will Do All Within Means to Outfit Soldiers and Sailors

himself to do everything within his means to recruit and outfit Jewish soldiers and sailors for service in case

Mr. Untermyer's decision came after a meeting with editors and publishers of the Yiddish and English-Yiddish of the Yudish and Engine Indus-newspapers and periodicals of New York in his office, 120 Broadway. With Mr. Untermyer will be associated Jacob H. Schiff, Isaac N. Seligman, Na-than Straus, Oscar S. Straus, Louis Marshall, Adolph Lewisohn and other leading Lews

leading Jews.

The work of supervising the recruiting and drilling of Jews in Greater New York will be one of the duties of Mr. Untermyer, who was elected chair-

and Humanity
Washington, March 29.—President
filson sent a telegram to-day indorstilson sent a telegram to-day indotilson sent a telegram to-day indorstilson sent a telegram to-d

sacrifice of national honor. We are aware of the faithful and heroic ser-fifteen minutes," he said.

sponding to the call of the nation. have, therefore, resolved to organize as the Jewish League of American Patriots to assist in the mobilization of all the forces of the Jewish race in the United States, as well as of all its economic and financial resources, and place them at the disposal of the American nation in defence and honor of the country.

War Only Thing Left,

Taft Tells Pacifists

U. S. Must Fight to Maintain National Honor, He Asserts

To Make Any Sacrifice

### Dr. Eaton, at 49, Ready To Form a Company

His Birthday Party Dr. Hillis Flays Germany

"Although I'm forty-nine to-day, I'm ready to organize a company and ge to Mr. Untermyer, who was elected chairman of the executive committee of the newly organized Jewish League of American Patriots.

No Limit on Amount

No limit was pu; on the amount of money that Mr. Untermyer is willing to spend to organize the Jewish soldiers. After Congress has acted next week the lawyer will ask the Federal authorities to supply naval and

closer."

The dinner was given under the auspices of the Eaton Class for Men in the parish house, at 30 East Thirty-first Street. Dr. Newell Dwight Hillis declared that if Germany was permitted to win the war she would insist on control of the seas and would force the United States to pay an indemnity of \$25,000,000,000,000, that she might retrench.

U. S. Must Fight to Maintain

Oklahoma City, Okla.. March 29.

# Taft Tells Pacifists

"We declare our readiness to make any sacrifice in defence of these prin-ciples on land and sea, believing it to constitute the sacred badge of Ameri-national honor, is to get into war," Full power to act immediately on a declaration of war by the United States was given the executive committee. The body was empowered to give notice, through the press to the Jews of the country to stand in readiness in ease their services should be needed.

William Howard Taft told the convention of the Oklahoma branch of the League to Enforce Peace here to-day. "After we get into the war," he said, "the thing to do is to get on the side of those who are fighting Germany. We needed. "the thing to do is to get on the side ing the

# Census of State

Inventory of All Resources Available in Event of War to Begin at Once

Women To Be Included

Measure Increasing Naval Militia to 4,500 Passes the Senate

Albany, March 29 .- Senator Robinson's military census bill is now law. Governor Whitman signed it this afternoon, and an inventory of all the state's resources available for use in the event of war-including women as The bill provides \$150,000 for the expenses of the census, but it is expected that the cost will approach that of the regular state census, \$600,000.

donations to defray the additional expense, and many such offers are expeeted immediately.

"The powers of the Governor under this bill," said Governor Whitman, "are much more comprehensive than under the provisions of the military law, which contemplates only the enrolment of all able bodied male citizens of the state between the ages of eighteen and forty-five years. Military strength depends upon the organization and utilization of such resources, and it is imperative that we have a knowledge of such assets available for use in the event of war.

"Provision for the common defence under the Constitution of the United States is a Federal and nota state obligation, but it is the part of prudence and foresight that the state should to the fullest extent of the means made available anticipate and prepare for such means of cooperation as the state might be called upon to contribute or be in a position to make available. pected immediately.

for such means of cooperation as the state might be called upon to contribute or be in a position to make available. We have already provided for the com-pulsory military training of all boys in the state between the ages of six-

unanimously Colonel F. A. Wells's bills, already passed by the Assembly, amending the military law to increase the ing the military law to increase the in the Hudson River, or bridges over the Music unnecessary that in which the cooperation of New York has been promised; a transstate on active duty continuously like Major bridge over the Delaware.

General John F. O'Ryan, of the Na-

General John F. O'Ryan, of the National Guard.
Assemblyman Youker introduced a bill providing that any New York City employe paid out of the city treasury who shall upon the consent of his department or office head, secure a commission under the American National Red Cross to serve with the American army or navy in time of war shall not forfeit any of his salary, vacation or holiday privileges.

## Plea for Evacuated Zone

Thousands Starving There, Says Appeal from France

A cable message was received yester day by the American Red Cross from Mrs. Benjamin S. Lathrop, of the American Fund for French Wounded in Paris, appealing for funds for the immediate relief of thousands of wom en and children who have been found in a starving condition in the devastated districts evacuated by the Germans in their retreat. The message

"Terrible condition at Noyon; beg condensed milk, clothes; offering our motors; immediate relief; children pitiful; no meat in seventeen months;

In response to Mrs. Lathrop's appeal, the New York County Chapter of the Red Cross immediately cabled \$5,000 to Paris, and additional funds will be cabled as needed. The money sent will be spont for milk and other neces-sities for the children. Shipments of supplies needed for the relief of these supplies needed for the relief of these destitute refugees, who for two years have been in the fighting zone between the two aimies and inaccessible to the various relief agencies, are ready to be made at once. They will be drawn from the Red Cross storerooms at the Bush Terminal and other points, and from the other war relief clearing The Governor is empowered to receive

salary has not been announced, but it is believed that it will be from \$20,000

he state between the ages of six-and nineteen, and it is apparent to carry out the provisions of that the census provided in this bill be n."

As State Engineer General Goethals will have charge of the construction of a \$15,000,000 highway system and will act as supervisor of all public works The Legislature took other prepared-ness steps to-day. The Senate passed unanimously Colonel F. A. Wells's bills, be referred to him include tunnels unto be established. Projects that will be referred to him include tunnels un-der the Hudson River, or bridges over

GUARANTEED MORTGAGES Netting

41/2% LAWYERS MORTGAGE CO.

Capital, Surplus & Pr. \$9,000,000

Liberty St., N.Y. 184 Montague St., Bkn.

## Navy Yard Here May Construct 42,000-Ton Ship

Additional Building way for Capital Vessels Authorized by Department

Washington, March 29 .- Construction of an additional building way for capital ships in the New York Navy Yard has been authorized by the Navy Department. Work will be begun im mediately, and it is possible that one of the 42,000-ton battleships, three of which already have been authorized. may be constructed there.

Three private shipbuilding concerns have received contracts for the construction of submarine chasers of the New Jersey Post 110-foot type, or similar to the sixtyfour being constructed at the New York and the New Orleans yards. Additional awards for these small craft are being made by the department as rapidly as agreements with the builders are perfected.

Volunteer yachtsmen, whose boats have been listed for coast patrol work, are beginning activities along certain parts of the coast. The department is without legal authority to call such volunteers into Federal service, but has given permission for them to operate individually.

Dates for the establishment of civil

Dates for the establishment of civilian training camps in the four military departments were announced at the War Department to-day. Those for the Eastern Department, which are to be held at Plattsburgh, N. Y., are: First camp, June 2 to July 1, 1917; second, July 7 to August 5; third, August 11 to September 9; fourth, September 15 to October 15.

The order gives directions for twen-

The order gives directions for twen-y-two other camps in the Central, outhern and Western departments.

# 102,400 Business Men have bought the new Encyclopaedia Britannica

WHY do so many business men purchase and use the new Encyclopaedia Britannica? Why sixteen times more business men and women than college professors and teachers? And twenty-five times more than clergymen?

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young men and women in increasing numbers. These form by far the largest class of investors in the new Britannica-and they have bought it to use as a means of getting up, or winning promotion to the preferred positions in the

large railroad, financial, industrial and business organizations. For the Britannica is complete and authoritative in its practical information relating to every branch of business, whether you want to know about raw materials, manufacturing, markets, transportation,

railroad rates, merchandising or finance. Thousands of letters from business men all over the country indorse the Britannica as a profitable investment for everyone who seeks to keep abreast of present-day demands.

Rudolph Blankenburg, retired woolen manufacturer of Philadelphia, says the Britannica is "a business and household necessity. John H. Patterson, president of the National

Cash Register Co., calls the Britannica "a clearing house Hugh Chalmers, president of the Chalmers Motor Co., declares that the Britannica is of great value to "the young business man of today who needs to be thoroughly

posted in order to prepare himself for promotion. James B. Forgan, formerly president of the First National Bank of Chicago, recommends the Britannica as 'almost a necessity to any one who wants to post himself on matters such as come almost daily to his attention."

E. P. Ripley, president of the great "Santa Fe" railroad system, says railroad men need it. Professor Paul T. Cherington, chairman of the National Educational Committee of the Associated Adver-

tising Clubs, says: "You make it necessary for every alert business man to ask himself whether he can afford to get along without the Britannica."

Other well-known leaders in business who have purchased and use the Britannica include: Samuel Rea, president of the Pennsylvania Railroad; Ex-Judge Gary, the head of the United States Steel Corporation; J. Ogden Armour, president of Armour & Co.; Theodore N. Vail, president of the American Telephone & Telegraph Co.

## Sets can be seen and orders left at

Charles Scribner's Sons, 597-599 Fifth Ave. Henry Malkan, 42 Broadway

Gimbel Brothers 32nd St., Broadway & 33rd St.

Of the 160,000 sets of the new Encyclopaedia Britannica already sold, the numberof sets and the proportion sold to persons of various classes are approximately as follows:

Sets Sold Percentage Business men . . . . . 102,400 Lawyers . . . . . . . 11,200 Physicians . . . . . . 9,600 Professors and Teachers 6,400 Clergymen . . . . . . 4,000 2.5 Miscellaneous . . . . 26,400 16.5 160,000

Among the large industrial corporations which own the Britannica are: Pillsbury Flour Mills Co., Minneapolis; General Electric Co.; Metropolitan Life Insurance Co.; American Trading Co., exporters; Singer Manufacturing Co.; Ford Motor Co.,

hundreds of others. You don't want to buy the Britannica merely because these business men and business houses have it. But you do need it for the very same reasons that these business

men and business houses own and use it. No matter what your business interests are, whether you are the owner of a business, or just starting out, you need the Britannica for its practical, usable information.

Andrew Carnegle one of the most successful business men in the world,

gives this advice to ambitious young men: "A half hour a day spent on a particular line of study is the best investment any

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man can make."

limited period.)